

What is in every website **I build.**

The technical SEO and build checklist every small business website goes through before it launches, so Google and your customers can find it, read it and trust it.

Small business websites from \$2,200 inc GST (\$2,000 + GST), up to five pages, every word written for you.

01 Google can find every page

Every real page is open to search engines	robots.txt lets search engines crawl the whole site, points them to the sitemap, and keeps out only private pages like the thank-you page.
AI assistants can read it too	robots.txt explicitly allows the crawlers behind ChatGPT, Claude, Perplexity and Google's AI features.
An honest XML sitemap	Only live, indexable pages are listed, with the real date each one last changed.
Submitted to Google and Bing	The sitemap is submitted in Google Search Console and Bing Webmaster Tools, then read back to confirm.
One address for your site	www and non-www point to one version with a permanent redirect, and every page names itself as the original.
Real HTML, not a blank page	Pages are served as finished HTML that search engines can read without running scripts, and checked the way Google renders them.
No broken links	Every internal link is checked before launch. Links that redirect or break are fixed.

02 Every page has a clear job

One topic per page	Each page has exactly one main heading, and it matches the page title.
Titles and descriptions written for search	Titles of 30 to 60 characters and descriptions that say what the page actually offers.
A clean heading outline	Sections and questions use proper heading levels, with nothing hidden.
Your main search phrase early	The phrase each page targets appears in the first 100 words, without stuffing.

03 Google understands your business

Business details in structured data	Your business name, address and service areas in the format Google reads.
Services and FAQs in structured data	Your services and your FAQ, matching exactly what visitors see on the page.
Breadcrumbs that match the page	One breadcrumb trail per page, the same in the code as on screen.
Checked before it ships	Every structured data type is checked against schema.org before launch.

04 Fast on real phones

Judged on real visitors	Speed is judged on Google's field data from real visitors, not a one-off lab score.
Specific fixes, not guesses	The main image, fonts and files are traced and tuned so the page appears quickly and does not jump around.
The important things load first	The main image is loaded first, fonts load without blocking the text, and files are cached.

05 Images that help, not hurt

Named and described for search	Descriptive file names, honest alt text, set dimensions and modern WebP format.
Kept light	Photos are compressed to a size budget, and images below the screen load only when needed.
Alt text done properly	Every image has alt text. Decorative images are marked as decorative. No keyword stuffing.

06 Works on every screen

Checked at real sizes	Checked on phone, tablet, laptop and wide-screen sizes, with no sideways scrolling on a phone.
Readable text	Text colours are checked against the accessibility contrast standard on the finished page.

07 You can see what works

Search Console from day one	Your Google Search Console property is verified and your sitemap submitted at launch.
Google Ads conversion tracking	Your enquiry form is counted once in Google Ads, tested with a real enquiry, so ads can be judged on leads.
See what visitors do	Clicks, scroll depth and form starts and sends are recorded in a store you own, with no personal data.

08 No lost enquiries

Saved before anything else	Every enquiry is saved before any email is sent, so a failed email never loses a lead.
Spam and error handling	A hidden spam trap, clear errors for missing details, and your contact details shown if anything fails.
Emails that reach your inbox	Notifications are sent from a properly authenticated domain and checked in your actual inbox.

09 Launch is checked, not hoped

A real test enquiry	The live form is tested with a real enquiry, then the test is deleted.
A safe switch-over	Your old DNS settings are saved before the switch, and both www and non-www are checked afterwards.
Confirmed live	New content is confirmed on the live site, and key pages are checked for anything that broke.
A full technical crawl	The finished site is crawled and checked against Search Console before we call it done.

No website can promise rankings, traffic or a particular speed score. This is the technical foundation every site gets, so Google and your customers can find, read and trust it.

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